

Lisa O. Thomas
Mid-Atlantic Equestrian Services
Lisa@MidAtlanticEqServices.com
Po Box 61, Limekiln, Pa 19535
484-888-9626

Summary of Qualifications

Extensive experience within client and vendor management, branding and marketing, product development, project management and technical implementations. Understands the importance of maintaining critical quality standards within a new business venture as it pertains to strategic business planning, contract negotiation, procedural development, and operational support.

Mid-Atlantic Equestrian Services Limekiln, Pa

Owner/Founder (2003 – Present)

Website Design and Equestrian Focused Consulting Services
Website Design & Hosting, Client Services, Editorial Management, PR, Sponsorship, Advertising, Marketing and Business Management Consulting. Client list includes some of the top international equestrian competitors. Current client list can be seen at www.MidAtlanticEqServices.com

Sanchez Computer Associates/ e-PROFILE Malvern, Pa

Third Party Implementations and Product Development (4/00 to 5/02)

Responsible for acquiring services and products so that e-PROFILE may continue to offer its clients a broad financial services solution. Negotiates partnership agreements, including service level agreements, pricing and revenue share opportunities. Presents the e-PROFILE solution to potential clients and partners and evaluates the vendor for possible partnerships and sales opportunities for the optimal solution. Manages the project implementation of the VRU System and Desktop Integration Platform for client call centers. Maintains ongoing vendor relations including creation of the client solution, determining product upgrades, scoping project requirements, resolving client/vendor issues, and working with the e-PROFILE operations center to monitor and enforce vendor performance.

SEI Investments Oaks, PA 1998 – 2000

Client Services Account Manager, IS & S (7/98 – 1/00)

Responsible for developing and maintaining the daily technical relationship between the Trust 3000 clients and the Client Relationship Teams. Ensured prompt responses to the client's technology requests for production support in an Open Architecture environment. Acted as project liaison for Custom requests with Andersen Consulting, coordinated conversion projects and new product enhancements and installations.

MBNA America Newark, DE 1990 - 1998

Insurance Services/Customer Service and Operations Manager (10/97 - 7/98)

Managed licensed Customer Service Agents in a high volume phone unit. Responsibilities included operations management, human resource functions, recruitment, new-hire education, underwriting, forecasting yearly goals and call volume, and project management.

Insurance Services/Property and Casualty Vendor Management (6/97 to 10/97)

Managed off-site sales efforts of licensed Property and Casualty Insurance Agents in a direct response environment (Market USA, Chicago, IL.). Responsible for recruitment of insurance agents, designing educational materials, revising sales scripting and facilitating Management liaison between Sales, Systems, Marketing, Underwriting, Licensing and Quality Assurance.

Insurance Services/Property and Casualty Rotational Manager (2/97 to 6/97)

Recruited, trained and motivated sales efforts of licensed Agents for start-up business venture. Provided consistent supervision in a high volume inbound/outbound calling environment. Acting liaison with Legal, Marketing, Underwriting, Claims, Education and Information Systems. Monitor team calling strategies (OCM), staff development and analyzed team productivity.

Loss Prevention/Quality Improvement and Project Management (2/96 to 2/97)

Assigned by senior management to supervise Loss Prevention Representatives at all *levels of* delinquency. Performed human resource functions, facilitated new hires and continuing education classes. Developed team calling strategies, monitored goal achievement and completed various projects as designated.

Credit Acquisition/Credit Analyst (8/94 to 2/96)

Evaluated credit applications for affinity credit card products in a judgmental environment. Assisted management with various process improvement projects, presentations and education of new lenders. Traveled and marketed credit card products to affinity members at national functions for Direct Promotion Division

Credit Sector/Balance Transfer Assistant Manager (9/93 to 8/94)

Completed a variety of quality and people initiatives including supervision, education, and motivation of a 30-person staff of part-time sales activation representatives. Interviewed candidates and made recommendations for hire. Managed customer satisfaction issues by maintaining quality assurance standards, listening reviews and sales scripting.

Loss Prevention/Account Representative (2/90 to 9/93)

Successfully progressed through all levels of delinquency (30 Day - Charge Off) while aggressively pursuing BS degree in Business Administration.

Gold Passage/Travel Coordinator (5/89 to 2/90)

Coordinated business and leisure travel for MBNA employees. Organized and presented special events and promotions in cooperation with Travel One, Cherry Hill, NJ.

EDUCATION

Goldey Beacom College, Wilmington, De
BS, Business Management, 1994 GPA - 3.6
Alpha Chi National Honor Society Dean's List
University of Vermont, Burlington, Vt
College of Education, 1985-1987
Member & Active Competitor:
United States Equestrian Federation, United States Eventing Association